



# Avangate Client Success Story: StratPad

StratPad Enables Vision of  
Online Services Ecosystem  
for SMBs With Avangate



## ABOUT STRATPAD

StratPad is cloud-based software that makes business planning simple for entrepreneurs, small business owners, consultants, educators and students worldwide.

## OBJECTIVES

Take online business planning services global, making available a multitude of products and services on the same platform such as SaaS Business Plan Tool, access to training workshops, eBooks. StratPad's vision is to bring together an ecosystem of services companies to support SMBs with SaaS and online service models on Avangate's platform.

## THE CONTEXT

StratPad started as an iPad app and then was subsequently developed into a cloud-based app. The business requirements changed, with the need for a commerce platform and more flexibility to support different business and revenue models, distribution and localization capabilities on a global level.

## CHALLENGES

Limitations of payment-centric systems to support business requirements shifted our focus towards complete commerce solutions.

Being able to scale globally to new and emerging markets without up-front investments.

Flexibility to allow experimentation with different service and product models as well as the ability to manage an ecosystem of service partners (business, legal, finance consultancy) quickly and cost-effectively.



## SOLUTION

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*Online services are just starting to show their true potential – we have a vision of bringing together an ecosystem of services partners that support start-ups and SMBs around the world. A commerce platform that supports the ecosystem throughout the customer lifecycle, across channels and touchpoints and allows easy experimentation, visibility into relevant KPIs and market agility is clearly a differentiation point and Avangate provides us with that and more.*



**Alex Glassey**  
CEO - StratPad

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**Easy to sell any type of online service or product**, with any revenue model: subscription based, one-off payments, free or paid trials, freemiums, etc.

**Support on several levels beyond just accepting payments**, such as invoicing, refund and chargeback management, ecommerce and marketing tools.

**Ability to support a wide network of partners** on an affiliate model: use the platform to track revenue, commissions, payments, allowing us to focus on business development.

**Ability to go global from day one and scale** without up-front investments.

### North American Headquarters:

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### How Avangate Can Help You

Avangate helps Software and Cloud services companies increase their online sales across touchpoints and business models, as well as profitably scale and enter new markets.

Avangate's solutions include a full-featured, modular and secure Commerce platform, which integrates online eCommerce, a partner order and revenue management solution, as well as a constantly expanding worldwide affiliate network.

Contact us today.